



GLOBAL CHANNEL ACCELERATION PROGRAM

Now you can tap into the success of Linux* to grow your business

“Red Hat received our highest-ever score for value for the second year in a row—a victory for proponents of Linux and open systems...”

— *CIO Insight* magazine



Save time and money, enhance profits

- **Zero-cost certification:** Pre-certified solutions can eliminate thousands of dollars in certification costs
- **Discounted training:** Discounted Red Hat training can save hundreds to thousands of dollars
- **Sales tools and programs:** Marketing program can reduce the startup cost for a Linux* program
- **Market and revenue growth:** Linux solutions can open new accounts and markets that are used to paying a premium for UNIX*
- **Predefined solution stacks:** Simplicity adds value for customers and reduces your configuration costs

WHY PARTNER WITH INTEL AND RED HAT?

As a result of the strong business development and engineering relationships between Intel and Red Hat, members of the Intel® Channel Partner Program can now quickly move to meet the rapidly accelerating demand for servers based on Linux*. Now is the time to act—build off the excitement generated by the newest Intel® architecture-based platforms: Intel® Core™2 Duo, Dual-Core Intel Xeon®, and Intel® Itanium® 2 processors. The two companies have optimized Red Hat® Enterprise Linux to support these platforms, creating a compelling value proposition for your customers.

The Linux* market is booming

Linux, the fast-growing alternative to the Microsoft Windows* and UNIX* operating systems, will become the cornerstone of a USD 35 billion market by 2008, according to leading IT market research firm IDC. That is a 26 percent annual growth rate from 2003 to 2008 for desktops, servers, and packaged software.¹ Almost all of that market runs on Intel architecture-based PCs, laptops, and servers.

Red Hat is the Linux market leader

Red Hat is the leading provider of Linux with an estimated 75 percent market share. According to *CIO Insight* magazine,² “Red Hat received our highest-ever score for value for the second year in a row—a victory for proponents of Linux and open systems...” *CIO Insight* interviewed 1,050 U.S. IT executives to see if their top vendors are delivering the value and reliability they expect. 81 percent of those surveyed rated Red Hat as excellent or good. In addition, *CIO Insight* ranked Red Hat number one in meeting customers' ROI expectations.

¹ Source: *Worldwide Linux 2004–2008 Forecast: Moving from Niche to Mainstream*, IDC #32424, December 2004.

² Source: The CIO Insight Research Study: Vendor Value, December 2005.

The subscription model brings business advantages

Red Hat operating systems are offered on a subscription basis. That makes Red Hat much easier to justify than Windows or UNIX pay-up-front licenses. Lower up-front costs can shorten approval cycles. With Red Hat, customers pay only for the services they use. In addition, they receive ongoing support and can upgrade to new versions at no charge any time. Customer renewals provide a source of ongoing revenue and up-sell opportunities for channel partners.

HOW DO I EXTEND MY INTEL RELATIONSHIP TO INCLUDE RED HAT?

Intel and Red Hat now offer an exclusive program for members of the Intel Channel Partner Program to build their Linux skills and profit from the rapidly accelerating customer demand for Linux.

- Membership in the *Red Hat Ready* Business Partner Program
- Pre-certified Intel®–Red Hat product bundles
- Discounted training leading to Red Hat certification
- Sales programs to help attract Linux customers
- Ongoing sales and technical training online
- Presales support
- Product discounts
- Demo software

THE RED HAT READY BUSINESS PARTNER PROGRAM

The *Red Hat Ready* Business Partner Program helps resellers provide the highest levels of service, support, and value to their customers. Because reseller support is vital to open-source customers, the Red Hat program can help differentiate your business in the market. With sales and technical training as well as marketing and support programs sponsored by Intel, the *Red Hat Ready* Business Partner Program is now attuned to the needs of Intel Channel Partner Program members who want to build successful Linux-based businesses.

- **“Red Hat Business Partner” designation:** Use the Red Hat business partner logo to demonstrate your Linux expertise, commitment, and success.
- **Discounted training leading to Red Hat certification:** Intel Channel Partner Program members can now gain Red Hat certification with a minimal financial commitment. The Red Hat Certified Engineer® program was picked as the third hottest certification for 2005 by CertCities.com.
- **Ongoing sales and technical training online:** Members of the *Red Hat Ready* Business Partner Program receive online technical and sales training through Red Hat Sales College to build Linux expertise. Sales training modules focus on the benefits of a Linux solution and how to identify, qualify, and close an Intel–Red Hat opportunity.

- **No-charge demonstration software:** Partner Program members will receive a single not-for-resale subscription for all Red Hat products, including Red Hat Enterprise Linux, Red Hat Directory Server, and Red Hat GFS. These subscriptions allow our members to give compelling and interactive customer demonstrations. They also provide a platform for internal testing and development purposes.
- **Centralized knowledge repository:** A convenient, comprehensive knowledge base includes sales literature, benchmarks, and technical support information.
- **Solution guides:** Intel and Red Hat provide toolkits to assist members in building comprehensive Red Hat–based solutions that involve third-party software. For more information, visit www.intel.com/go/esaa.
- **Presales support:** Red Hat provides regional presales and technical sales support to assist in successfully identifying opportunities and closing Red Hat contracts.
- **Sales programs to help attract Linux customers:** Intel-sponsored funding is available for your own local seminars and other sales events as well as promotions on your Web site.
- **Product discounts:** Intel and Red Hat provide attractive product discounts to enhance Intel Channel Partner Program member margins and profits.
- **Pre-certified product bundles:** Intel and Red Hat offer a range of pre-certified server and desktop configurations along with configuration guides.

HOW DO I ENROLL?

Intel® Channel Partner Premier Members and Associate Members are eligible for membership in the Intel–Red Hat Global Channel Acceleration Program. To sign up, please enroll in the following two programs.

Red Hat Ready Business Partner Program: To discuss the program with a Red Hat regional channel sales manager, please e-mail channelinfo@redhat.com.

Intel® Enabled Server Acceleration Alliance (Intel® ESAA): Intel® ESAA is a collaborative alliance that streamlines certification to deliver reliable, high-quality server solutions to end users.

Sign up for both programs at www.esaa-members.com/redhat

For more information about Intel–Red Hat programs and solutions, please visit www.RedHatonIntel.com

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